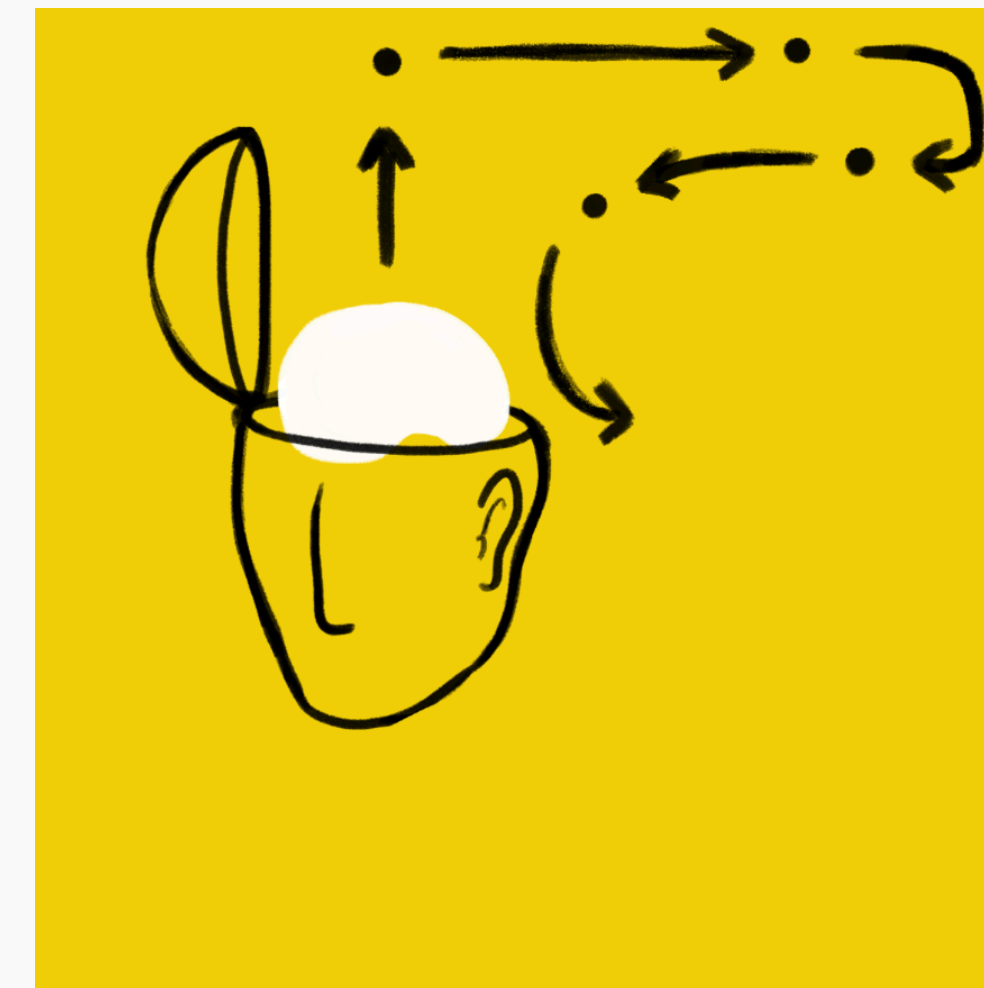
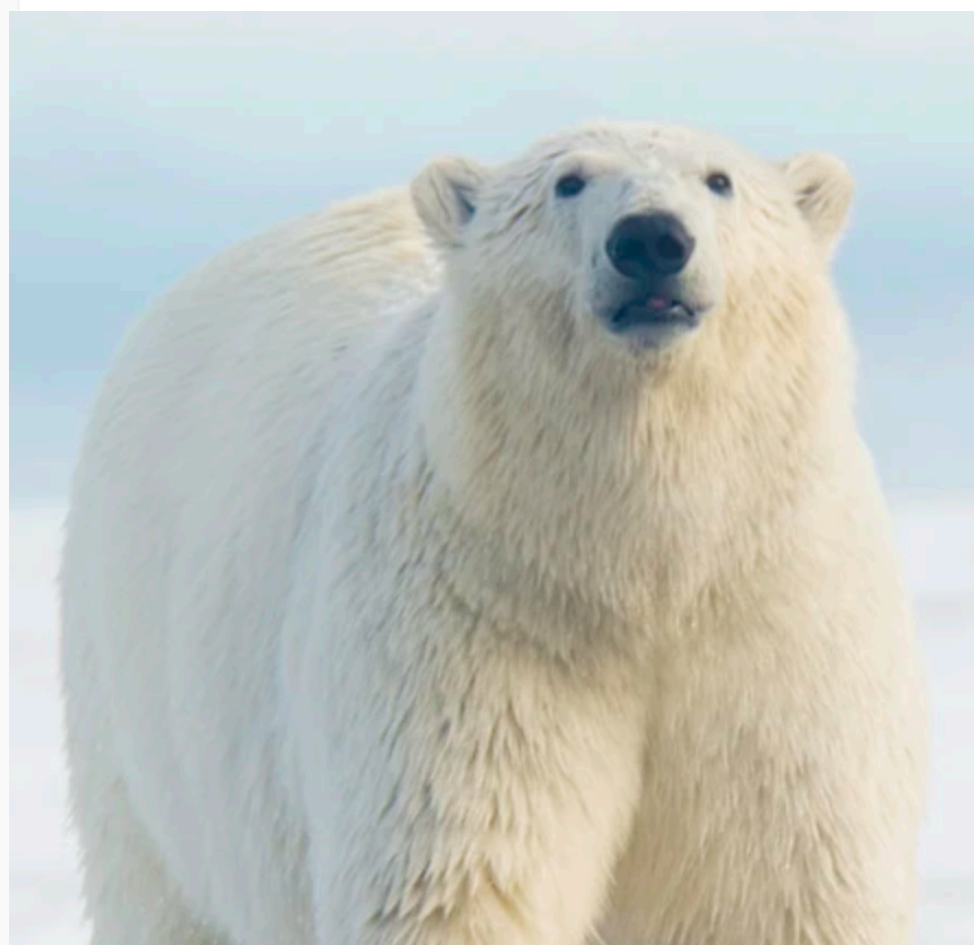


THE INSTAGRAM ALGORITHM

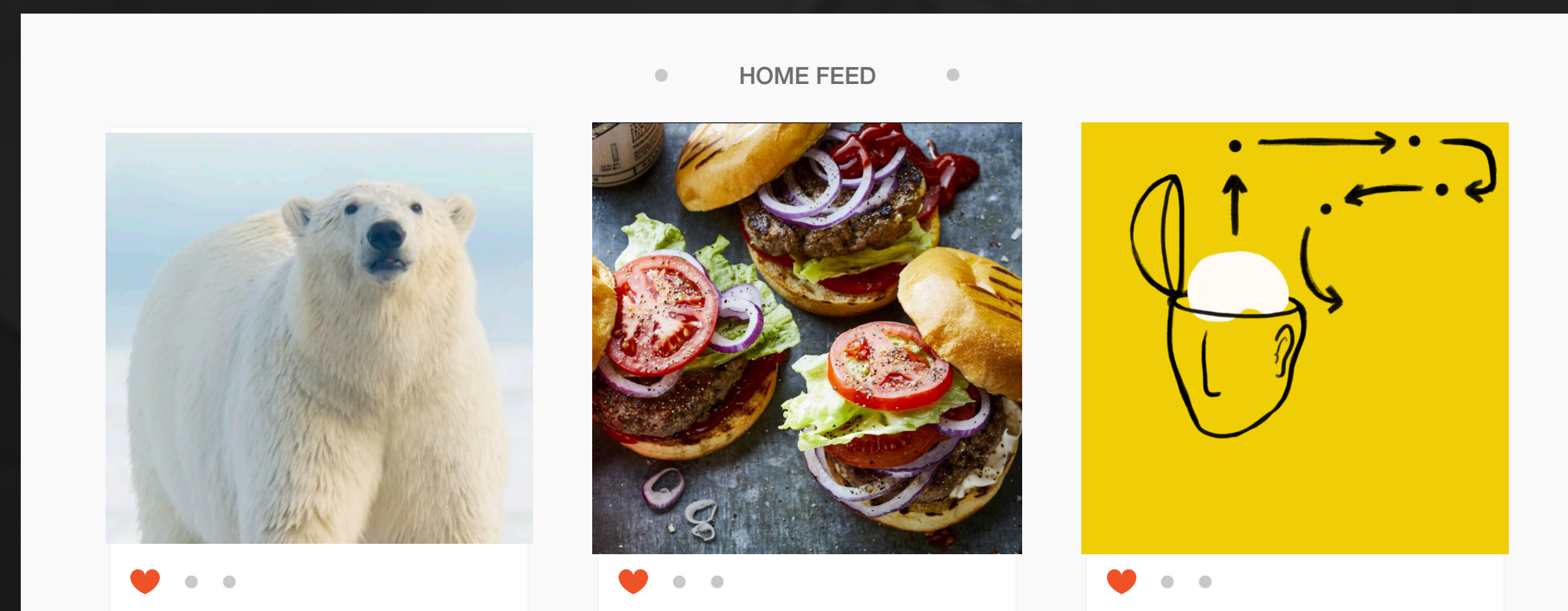


Instagram's algorithm decides what **content to show** on peoples home feed

• HOME FEED •



Unfortunately, just because an account follows you doesn't mean your content will be on their instagram feed.



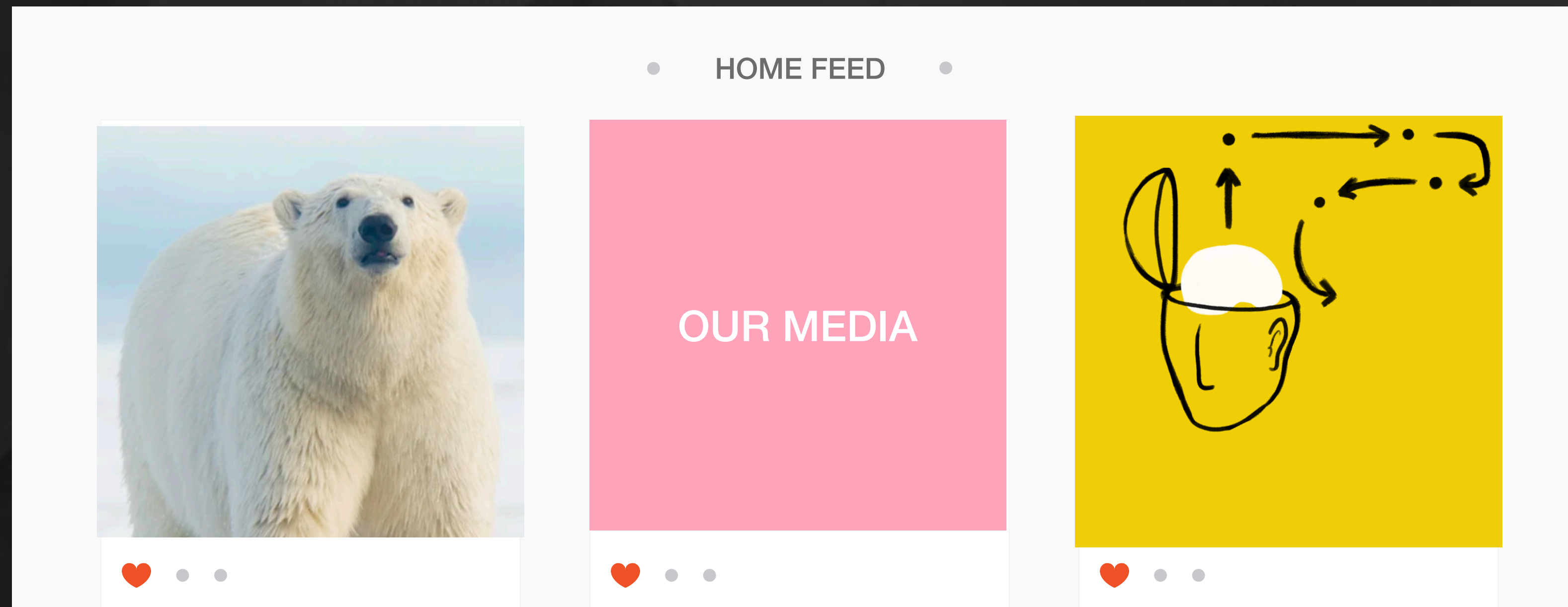
On average, you will reach just

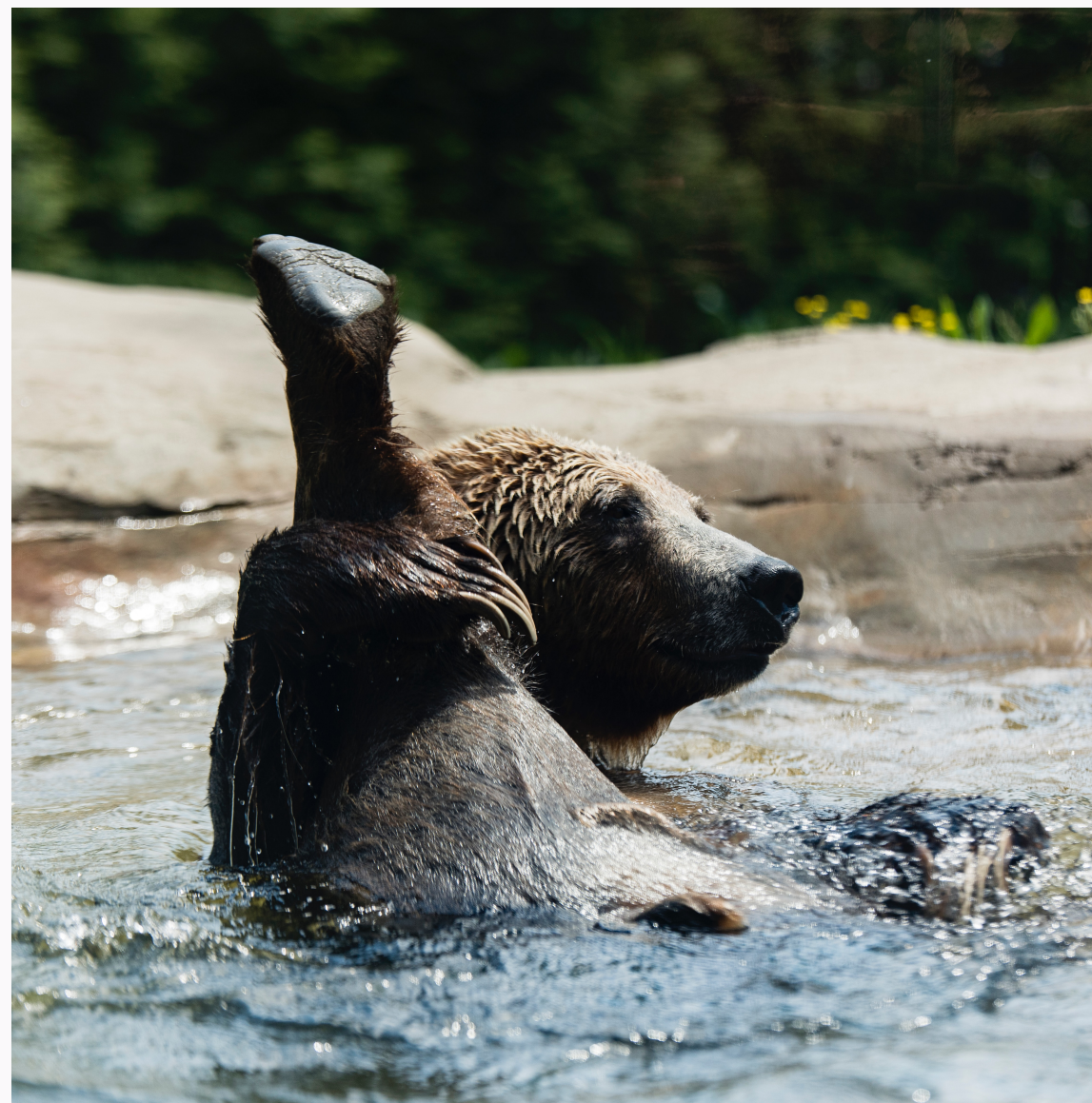
10%

of your followers



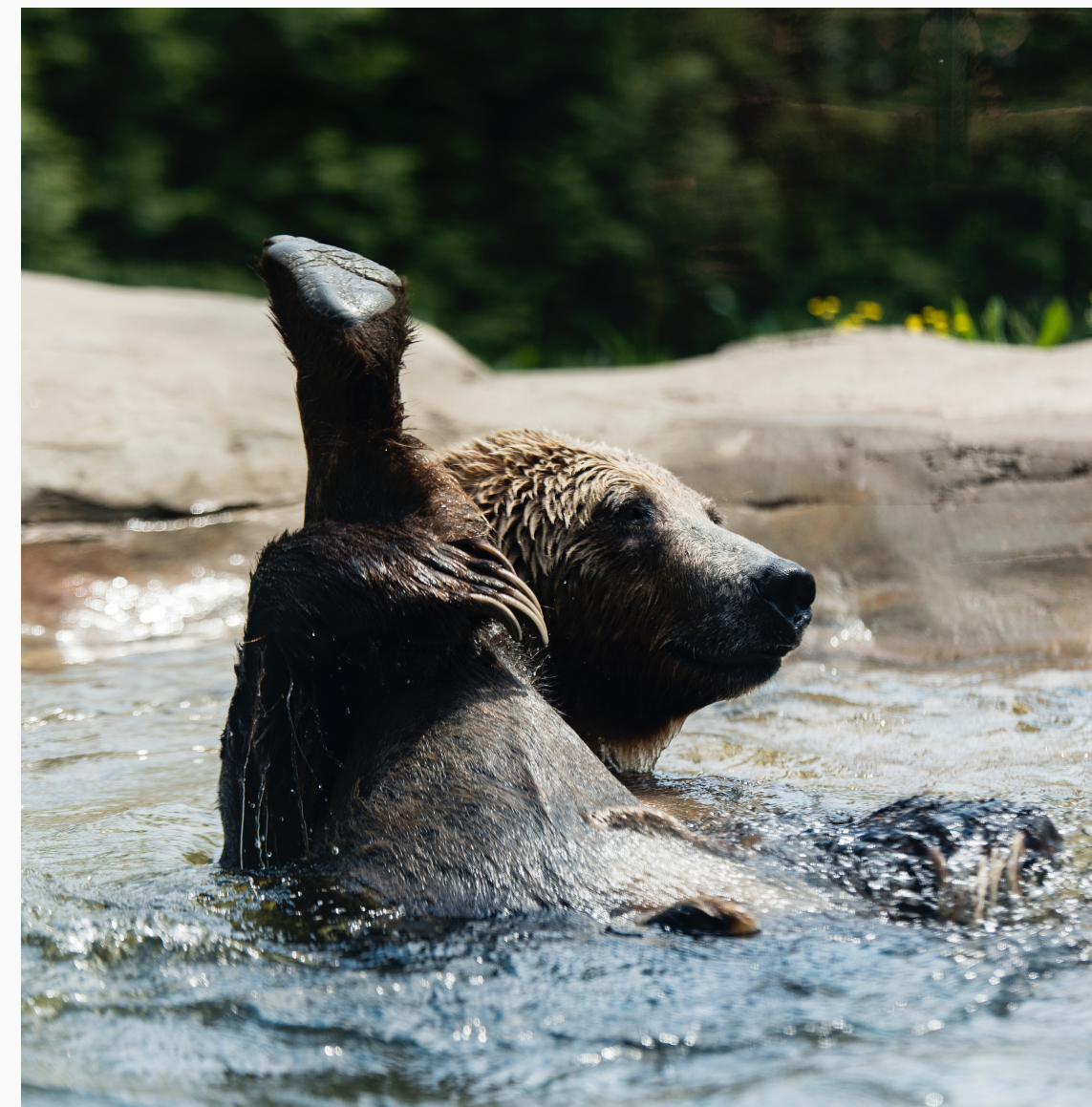
We need to understand and **hack the algorithm** in order to increase our exposure.
We want to be seen on as many Instagram feeds as possible.





yourpage

0 New Followers
52 Likes



yourpage

84 New Followers
1204 Likes



To understand the **algorithm** we have to understand

?

What does Instagram want?

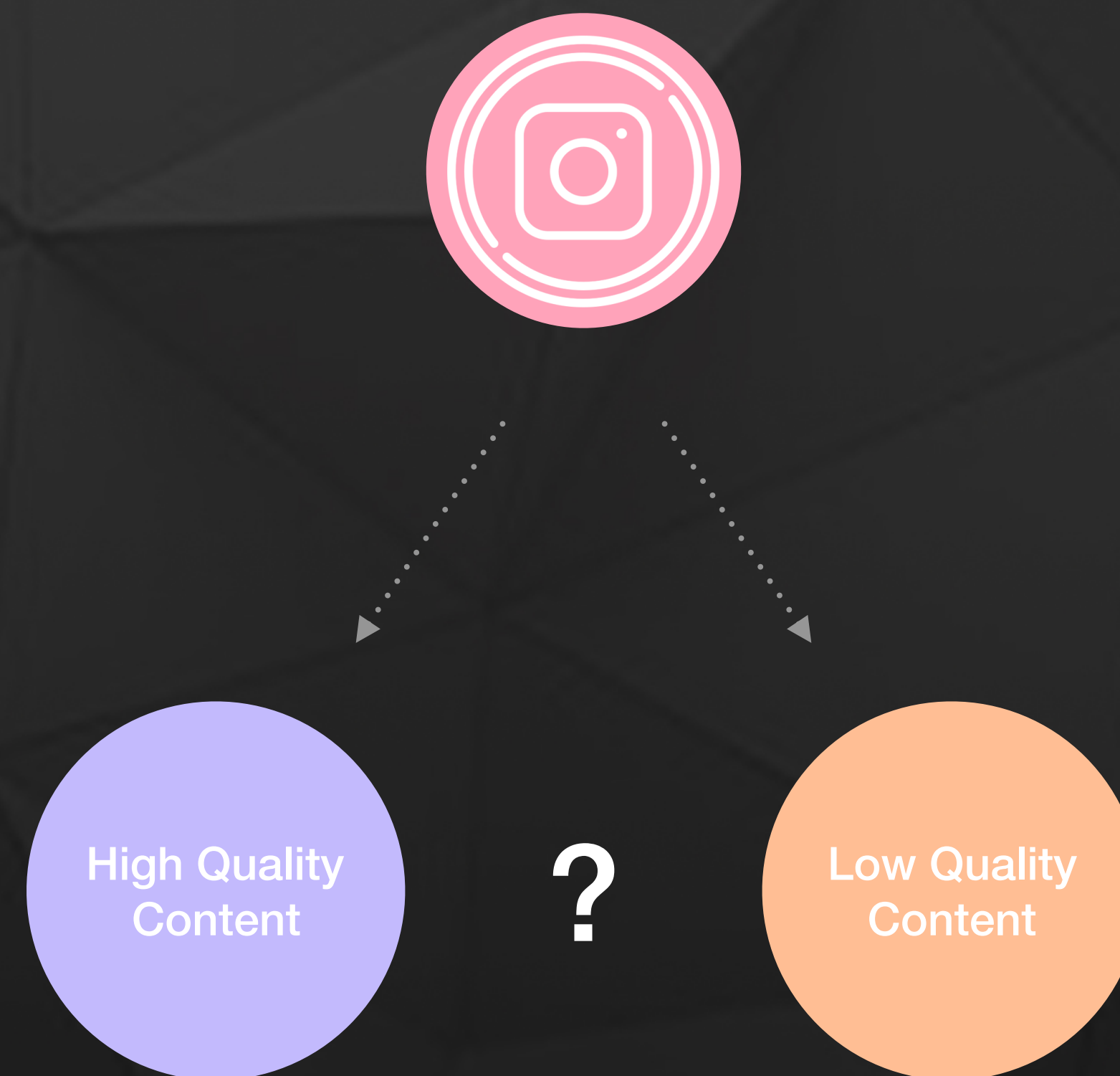
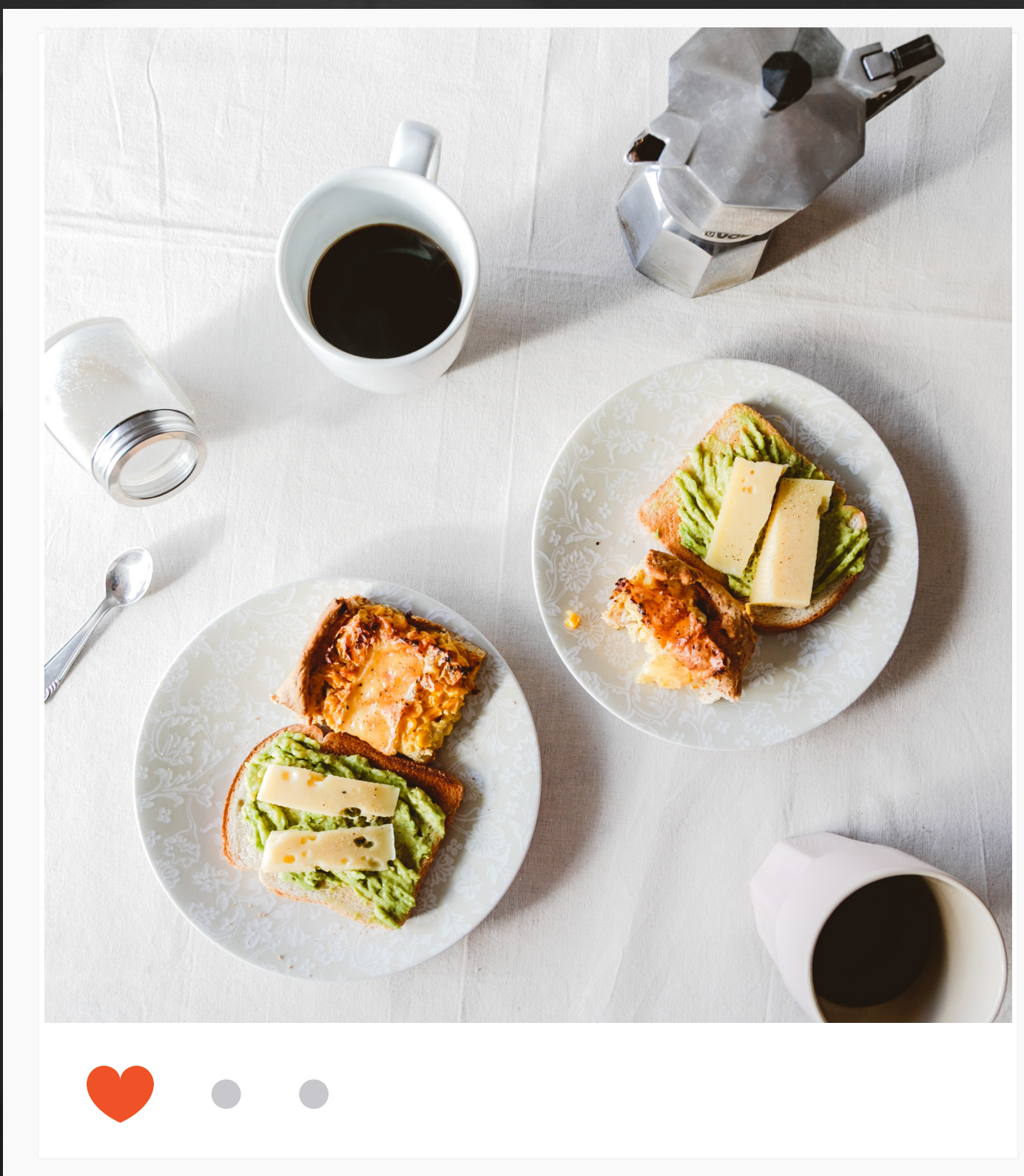


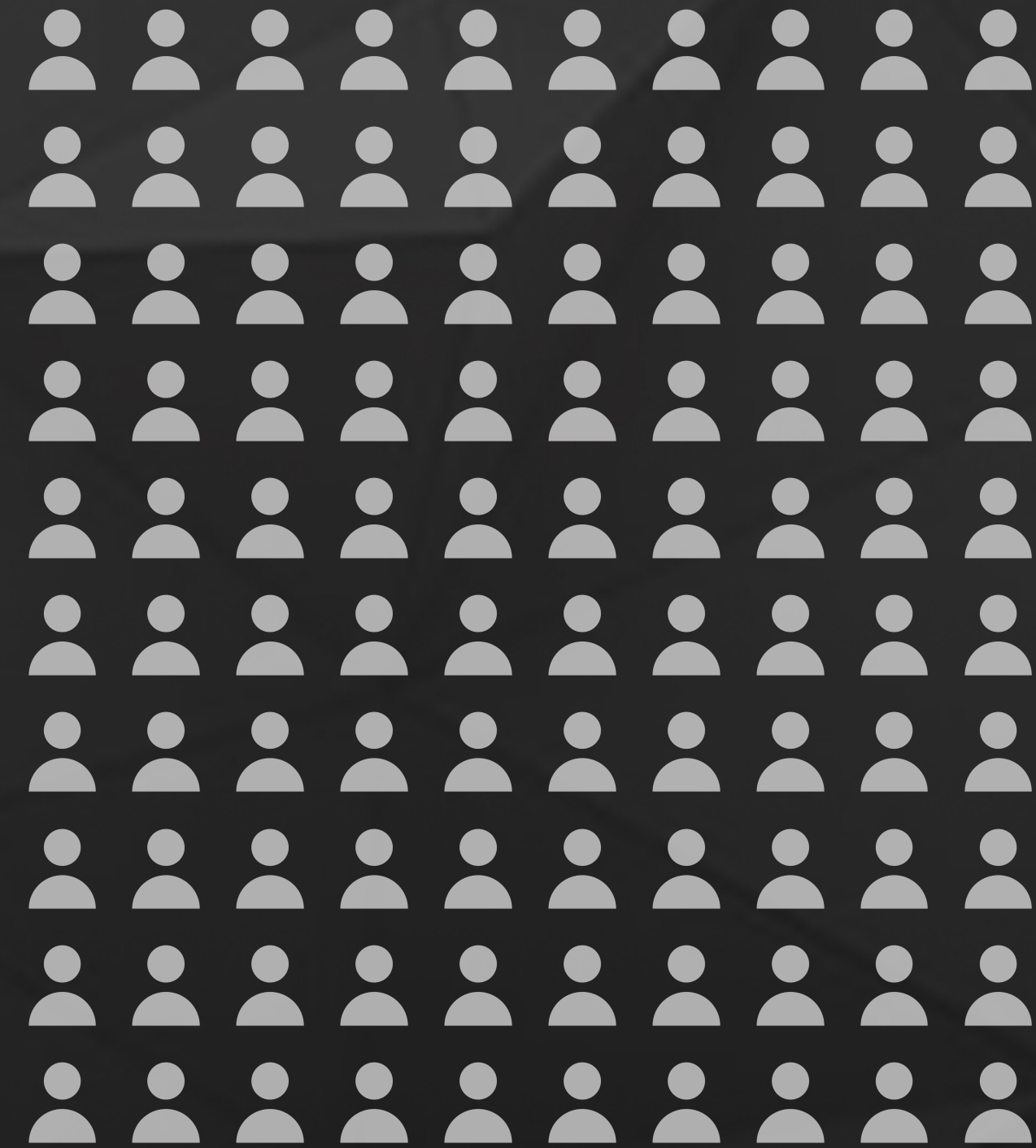
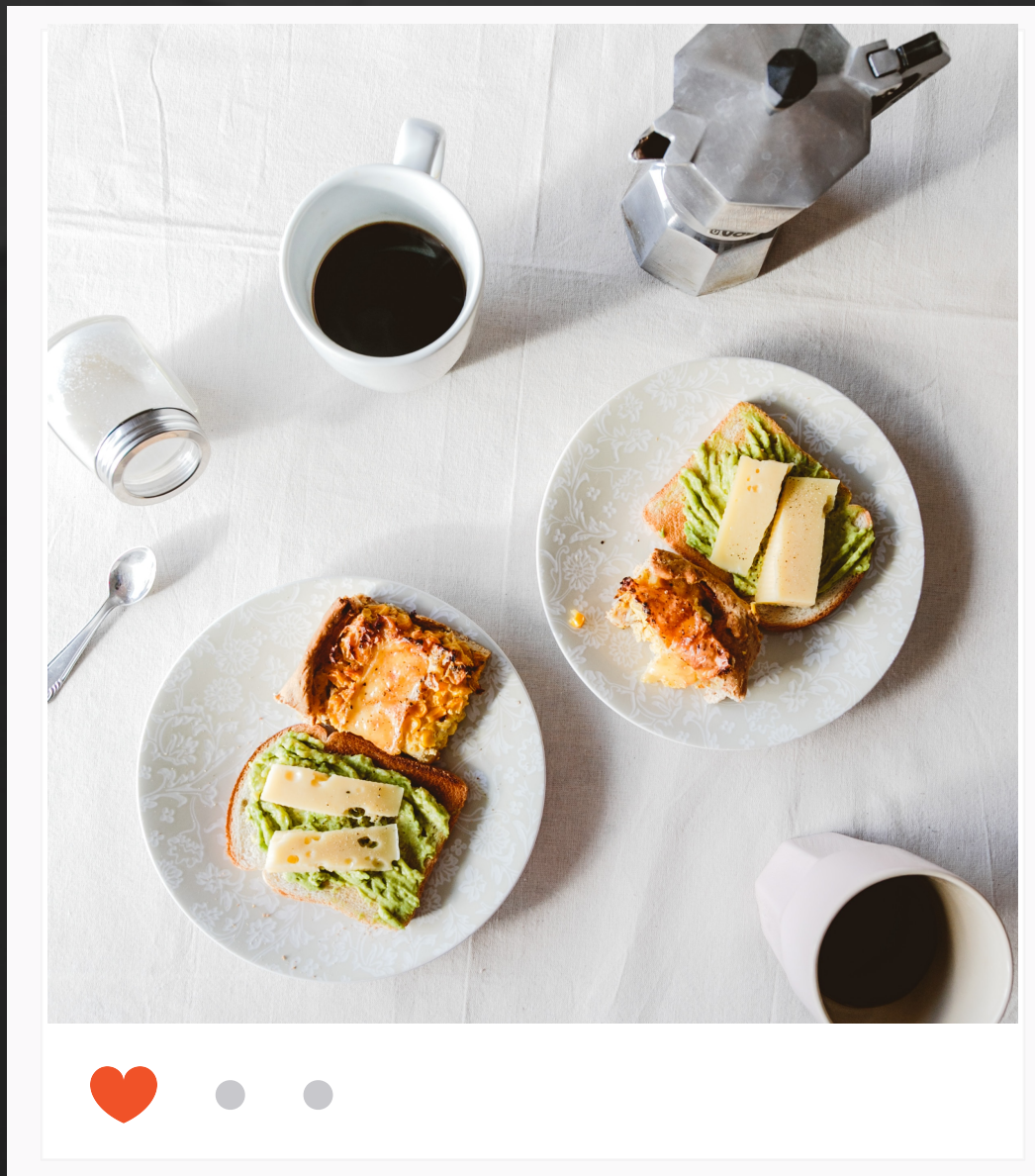
Instagram want high quality content that people

LOVE!

This makes instagrammers use their app more!







MICRO TEST



Engagement:

Views

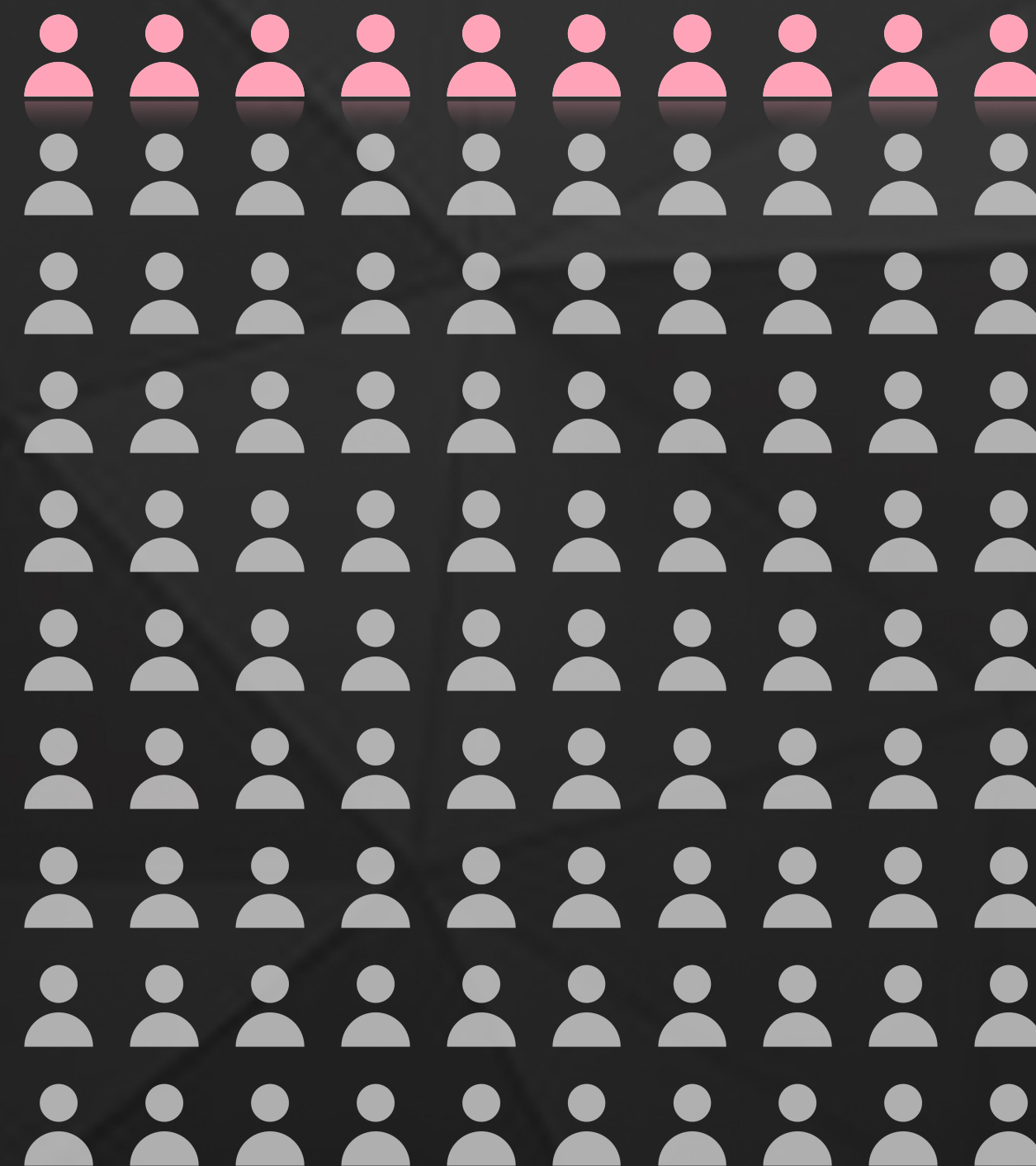
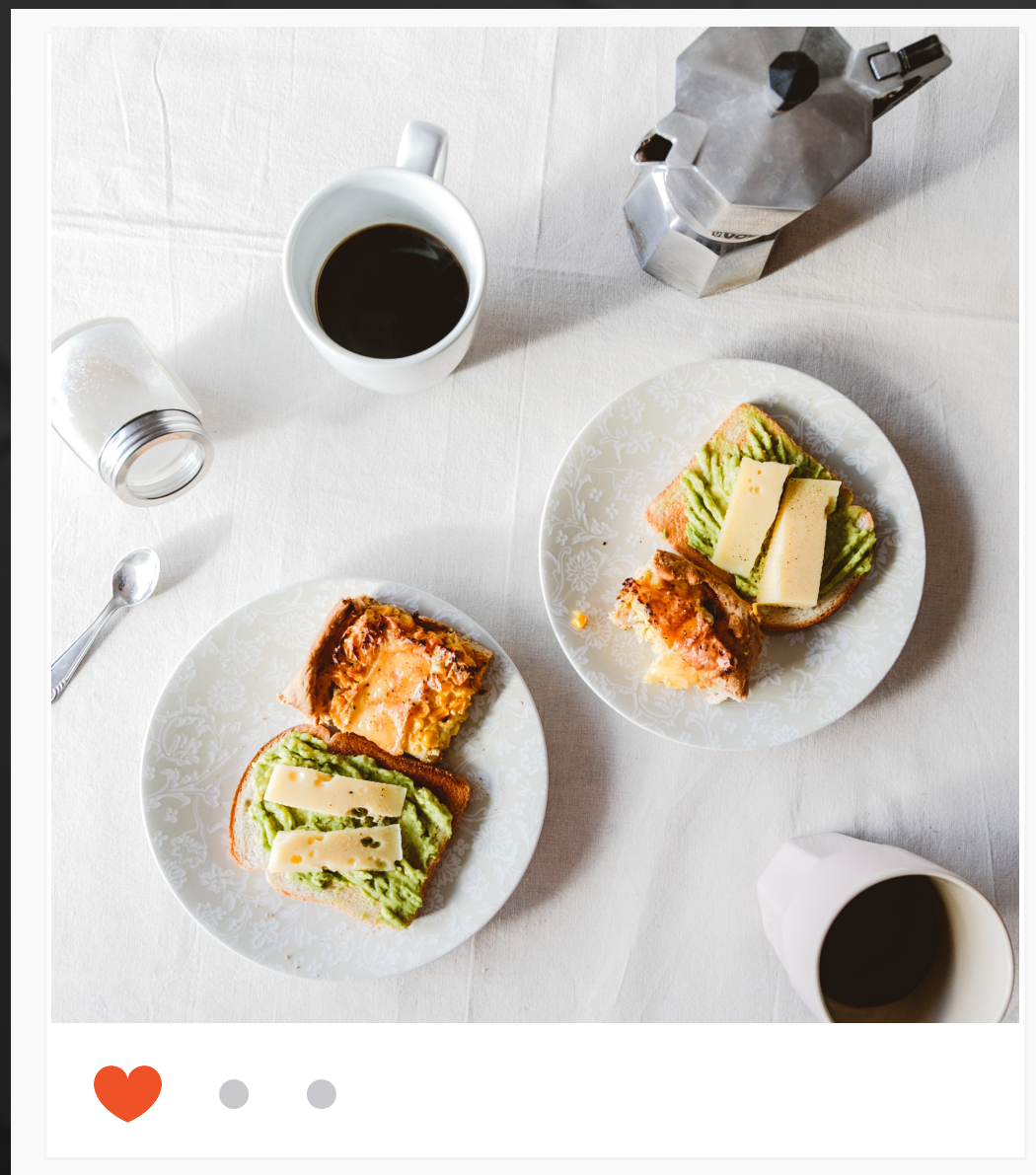
Likes

Comments

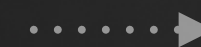
Shares

Time on post (TOP)



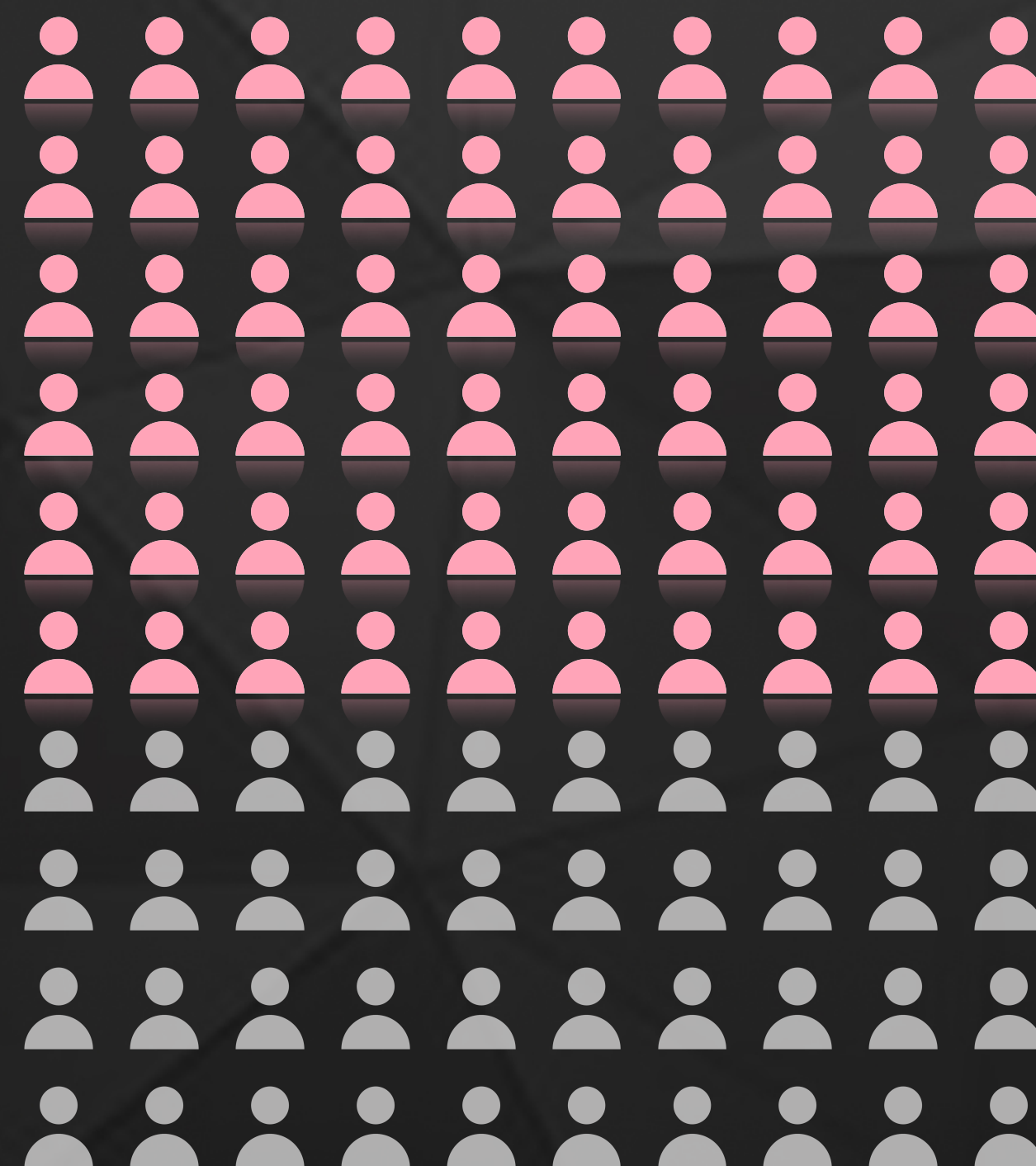
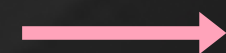
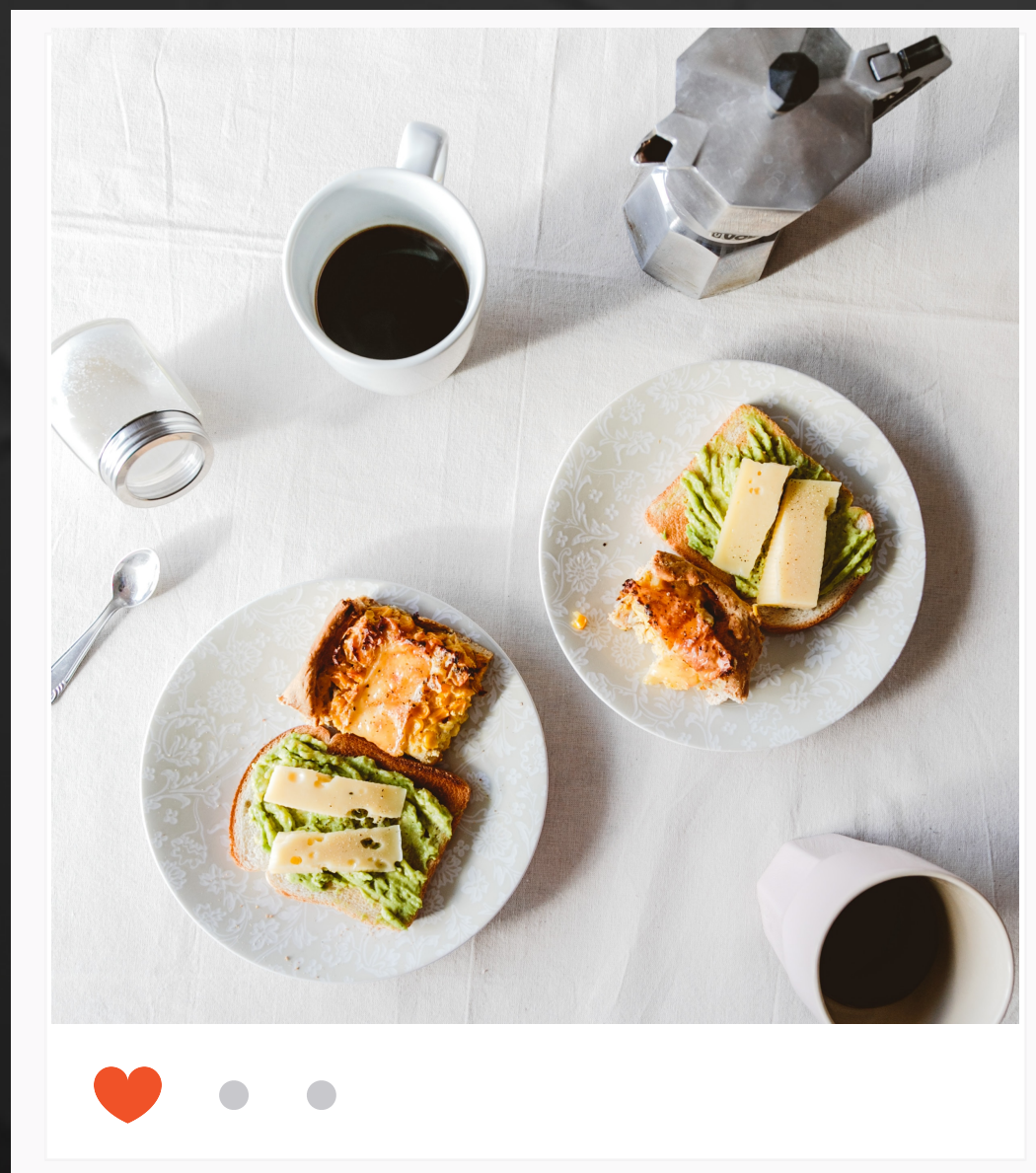


MICRO TEST

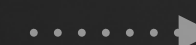


Low Quality Content





MICRO TEST



High Quality
Content



MICRO TEST

HQ

LQ



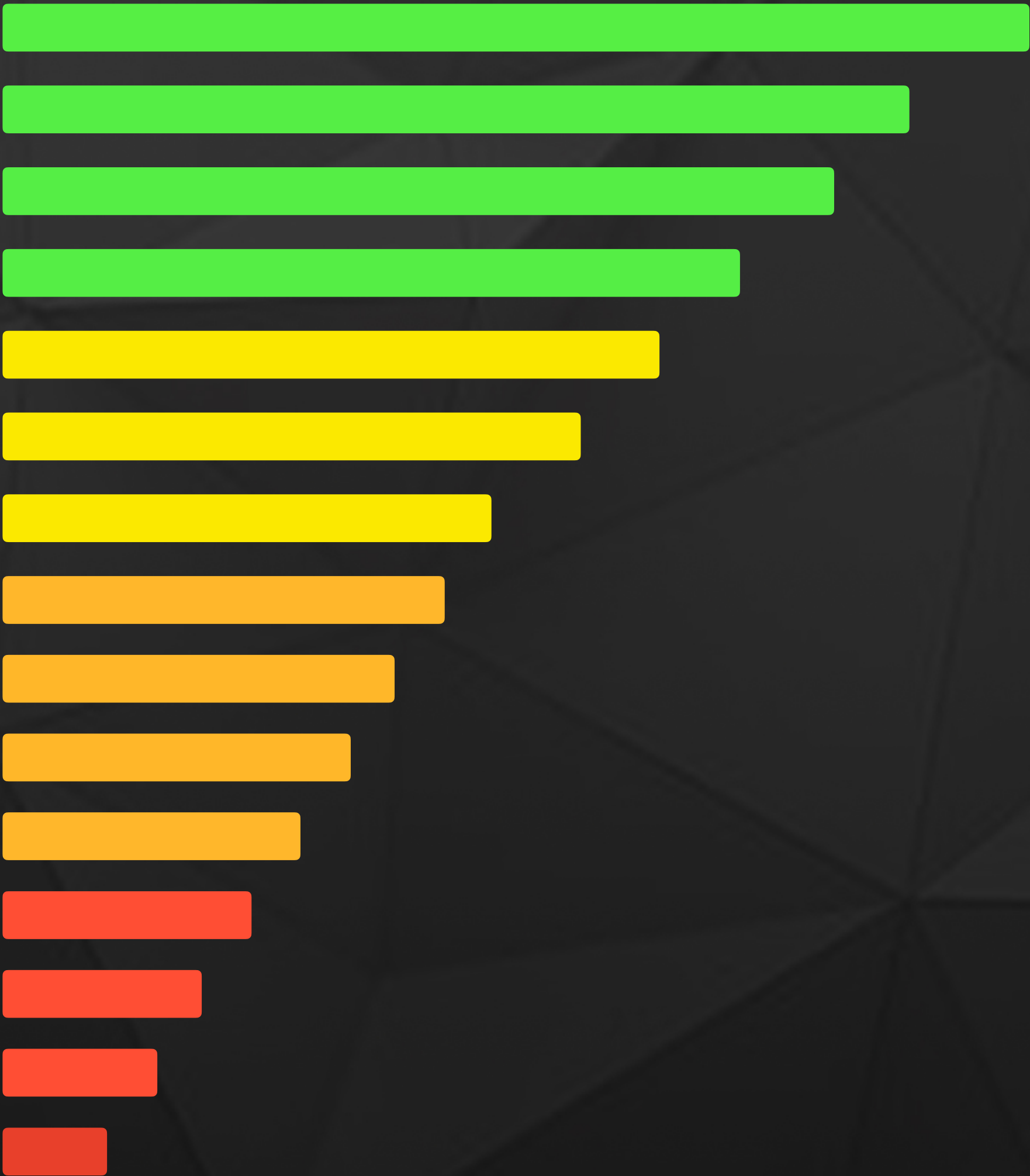
MICRO TEST



100,000+

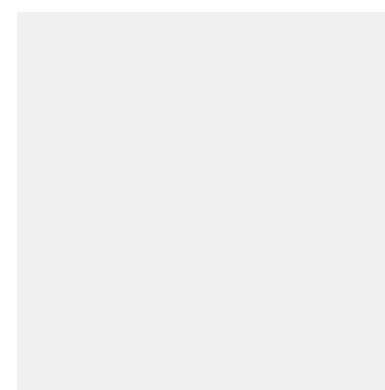
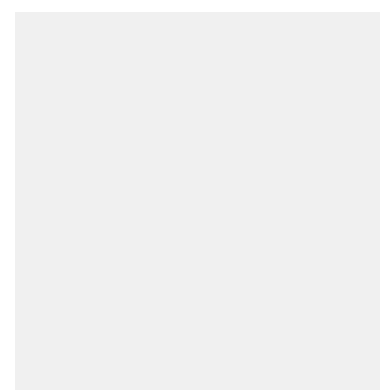
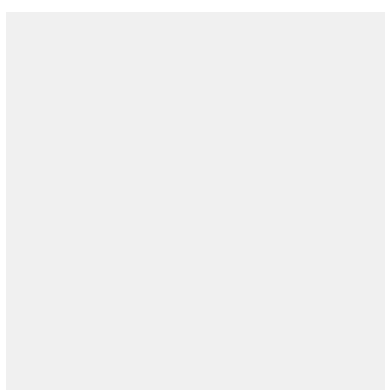
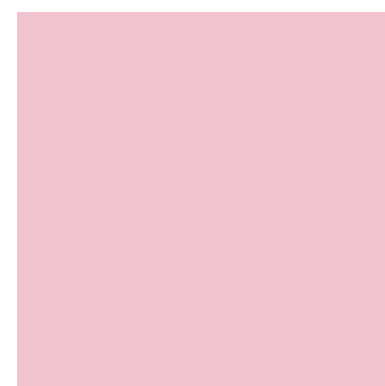
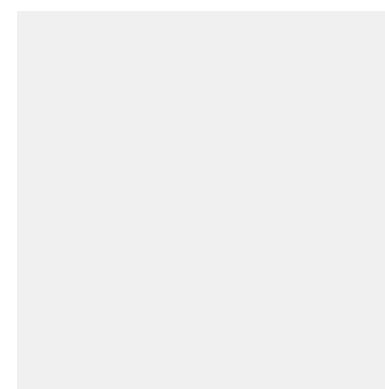


10

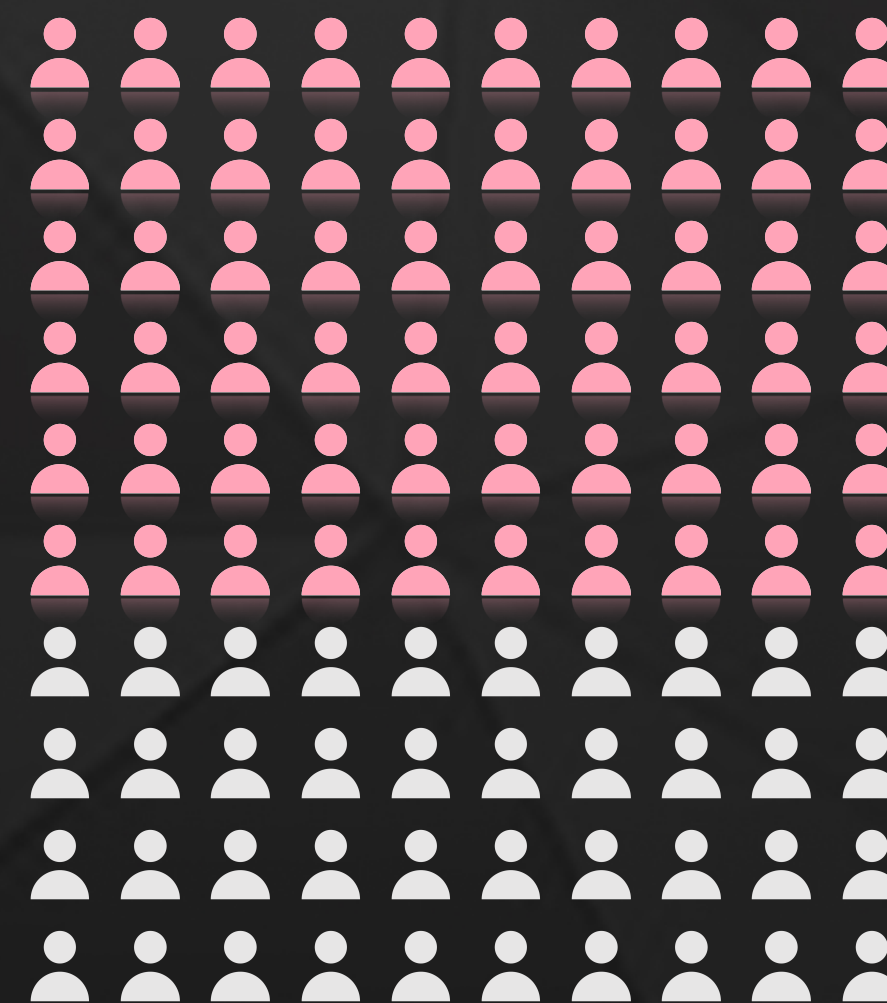
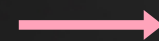
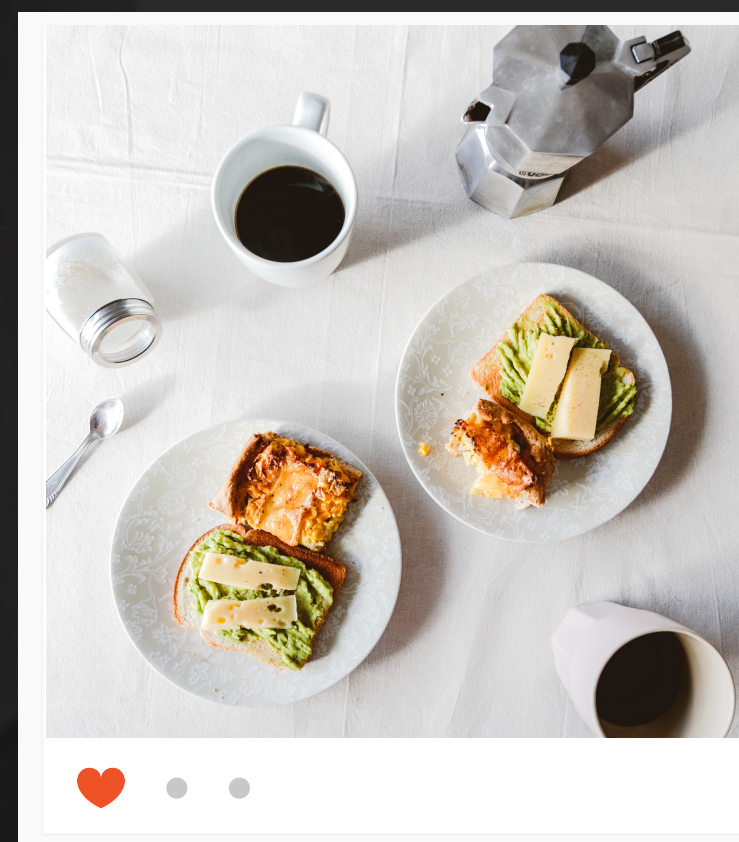




Discover Tab



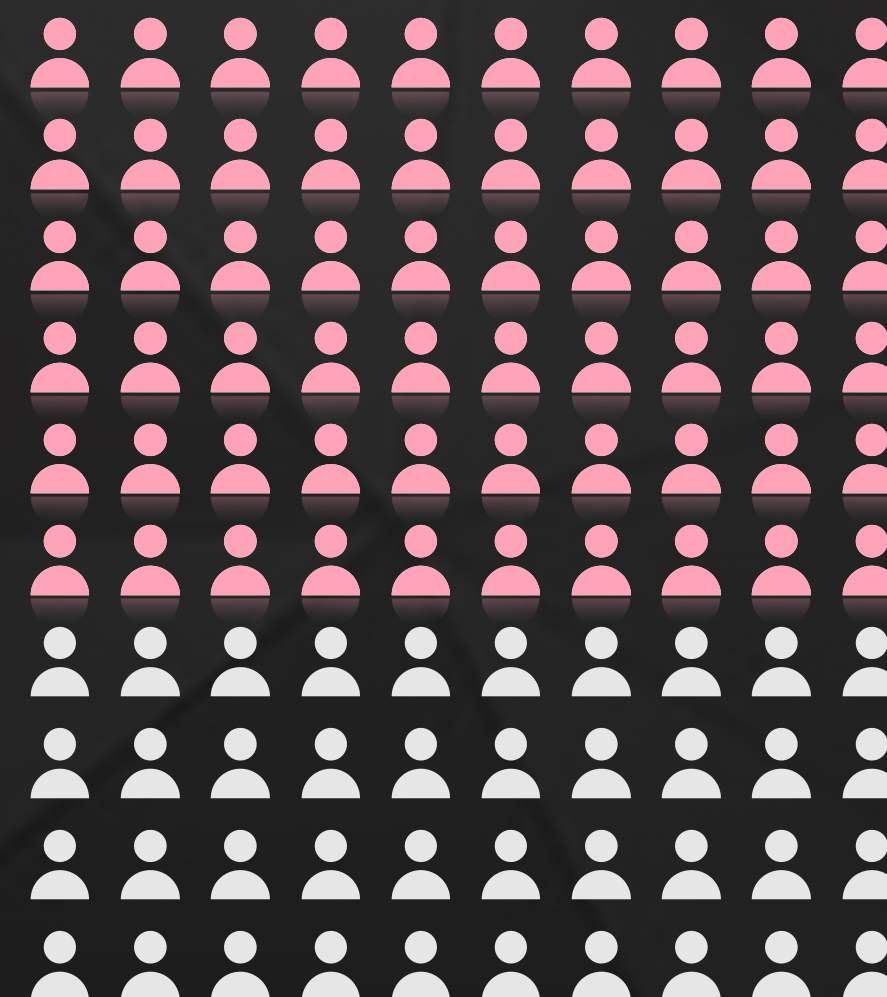
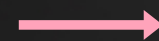
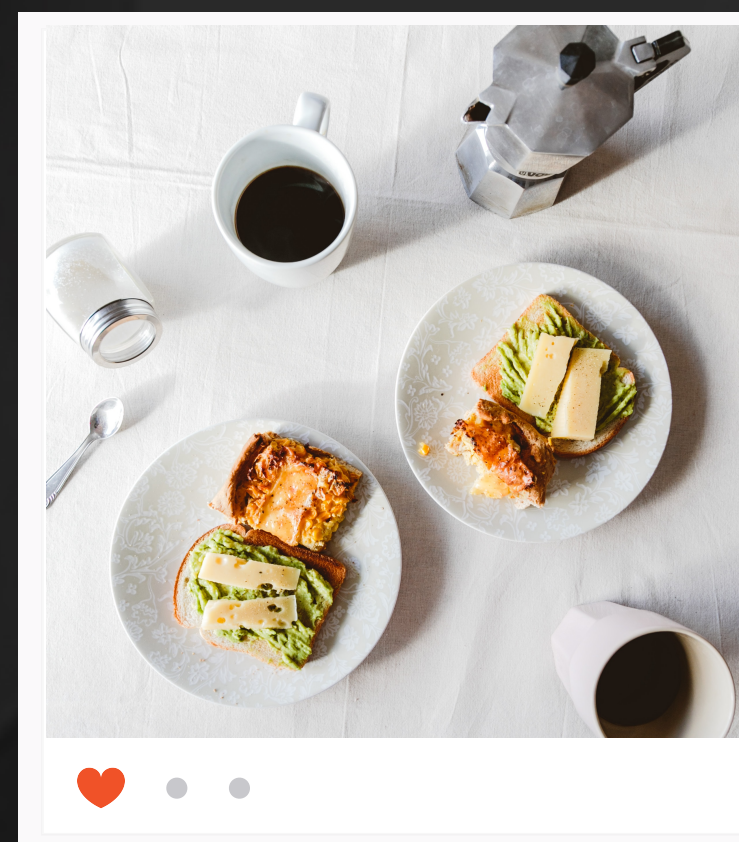
We need to get as much engagement as possible
on our content within the **first couple of hours**



MICRO TEST



We must hack the algorithm in the **Micro Test Phase**



MICRO TEST

